

McCARTHY & KING
MARKETING, INC.

An Introduction

- Direct Response Marketing
- Lead Generation
- Creative Services

Welcome

McCarthy & King Marketing is a Milford, MA-based marketing services firm specializing in direct response marketing, lead generation and creative services.

Founded in 1990, the firm works with a wide range of businesses (B2B and B2C) to develop direct response strategy and creative services in support of the lead and sales process.

In its early years, McCarthy & King was primarily a direct mail firm specializing in direct response strategy and creative services. Full production services – including list research, printing, addressing, mailing and fulfillment services – were also made available to clients.

With the emergence of the Internet and online marketing, MKM has evolved over the years by adding email marketing, website development, landing page creation, search marketing, online advertising and social media.

These services are now integrated into a comprehensive Sales Lead System that combines lead generation and lead nurturing.

While MKM provides a complete, end-to-end solution, services are often customized to the needs of the client providing only what may be needed at the time.

Services

Targeted Outbound Marketing

- Direct Mail Campaigns
- Email Campaigns
- Prospecting Survey Campaigns
- Google Adwords
- Online Banner Advertising
- Direct Response Print Advertising

Follow-up Lead Nurturing

- Drip Email
- Email Newsletters
- Retargeting (Remarketing)

Content/Inbound Marketing

- Content/Lead Generation Strategy
- Web Page/Blog Post Development
- Lead Magnet/Lead Capture Development
- Social Media Interaction

Creative Services (Copy & Design)

- Direct Response
- Collateral
- Content

Engagements

We offer a variety of working relationships depending on the client's needs and budget.

Programs

Programs are ongoing marketing programs that continue over several months or more. This could include a series of direct mail or email campaigns, a month-to-month paid search or online advertising program or a combination of these marketing activities.

Campaigns

Campaigns are solo direct mail or email campaigns, or a combination direct mail and email campaign. Campaigns can also be enhanced with online advertising, retargeting advertising or follow-up drip email.

Content/Inbound Marketing

Content refers to informational marketing projects like articles, white papers, how-to booklets, ebooks, instructional guides, special reports, tip sheets and case studies. Content is used in inbound marketing to generate web traffic and convert that traffic into sales leads.

Creative (Copywriting & Graphic Design)

For clients interested in managing their own campaigns, we provide our creative services as a separate service. Projects may include sales letters, direct mail packages, self-mailers, postcards, drip email sequences, email newsletters and website copy.

Coaching

For clients looking for advice in direct response, online marketing and marketing in general, we offer a one-to-one coaching program. Engagements, which range in length, are limited to consultation and guidance usually in the form of scheduled phone calls.

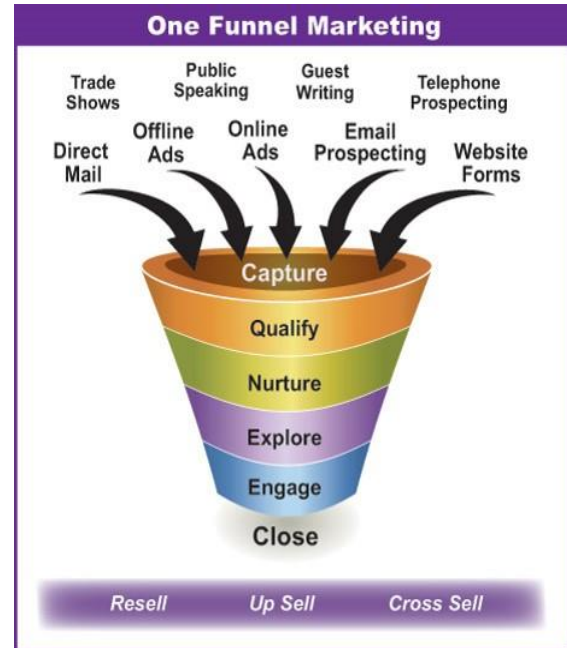
Working the Marketing Funnel

Much of our work is focused on improving the sales process through the marketing funnel.

The marketing funnel provides a visual framework for lead generation, lead nurturing and customer follow-up (for repeat sales).

At the top of the funnel is **lead generation**. There are many ways to generate leads and each method should be tracked and measured for performance.

This step is also known as the “front end” of the sales process. It is where most marketing efforts are focused.



Inside the funnel, you have the “back end” of the sales process where leads are **qualified** and then **nurtured** over an extended period of time.

As prospects show more interest, additional steps, such as audits, consultations or surveys, may be taken to **explore** the needs and goals of the prospect. Eventually, when the prospect is ready for a one-to-one **engagement** in the form of a presentation, demo or proposal.

After the sale, below the funnel, you can develop strategies for marketing to existing customers – with **re-sell**, **up-sell** and **cross-sell** promotions.

Targeted Outbound Marketing

While we provide a range of marketing services, targeted outbound marketing is our core service – specifically direct mail and email.

Direct Mail Campaigns

Direct mail still packs a punch. Choose from multiple mailer types – letter mailers, postcards, self-mailers and larger presentation formats.

Email Campaigns

Email is the communication vehicle of choice for most business executives. Let us help you reach your best prospects with a targeted and measurable email campaign.

Multi-Touch Campaigns

Capture the attention of your best prospects with the repeat messaging of a multi-touch direct mail or email campaign.

Integrated Campaigns

Give yourself the best chance of success with an integrated direct mail and email campaign. Use any combination of mail and email – and schedule them for maximum impact.

Survey Campaigns

Use prospect surveys to collect lead qualification data on your best prospects. Give your sales team contact information they can use. Prospect surveys can be delivered by mail or by email. Both methods will provide online versions.

Personalized Direct Mail

Create direct mail with different levels of personalization from simple addressing to variable data printing (VDP) to personalized landing pages (PURLs).

Direct Mail Enhancements

To further support your direct mail or email campaigns, use targeted banner display advertising to reach the actual people on your list. Avoid the waste of regional advertising.



Past Clients and Projects

Digital Equipment Corp

Created multi-part direct marketing tutorials for corporate-wide marketing managers
Wrote telemarketing scripts for training program
Wrote multiple direct mail self-mailers for lead generation

MAK Technologies

Wrote direct mail postcard for lead generation

Sun Microsystems/Sun Select

Wrote direct mail letter package to promote seminar

Sitara Networks

Wrote direct mail package to recruit resellers

PC DOCS/Fulcrum Software

Wrote direct mail survey to identify potential sales leads

Syncra Software

Wrote a series of three postcards to promote products
Wrote direct mail survey to identify potential sales leads

SuperOffice Software

Wrote copy for software package design
Wrote direct mail letter package to generate sales leads
Wrote letters to retail stores promoting product distribution
Wrote full-page advertisement and reply card to build the brand and generate leads

Winchester Systems

Wrote direct mail postcard to generate leads and build awareness

Applied Analysis

Wrote direct mail letter package to generate leads and promote service

Demantra

Wrote direct mail self-mailer to promote trade show booth visitors

EMC

Wrote direct mail letter package to generate leads

RSA Security

Wrote sales letters to promote specific products

Darling Consulting Group

Wrote multiple lead generation letter packages to generate leads
Wrote multiple postcards to build awareness
Wrote or edited multiple white papers
Wrote multiple direct mail and email promotions for annual conference
Wrote multiple sales sheets and brochures for sales team
Wrote or edited multiple web pages and landing pages

Avaya

Wrote a direct mail letter package to generate leads for a new phone system

Cisco Webex

Wrote a direct mail letter package to generate leads and promote trials of the company's products

Thompson Financial

Wrote direct mail letter packages to generate leads

Warrington Financial

Wrote direct mail letter packages to generate leads

SunGard Financial

Wrote direct mail letter packages to generate leads

Access Capital Solutions

Wrote direct mail letter package to generate leads for business lending product

Oxford & Associates

Wrote brochure to be used in recruitment lead generation program
Wrote direct mail letter package and print ads to generate leads
Wrote booklet to be used in client acquisition lead generation program
Wrote direct mail letter package to generate leads

Mabbett, Capaccio & Associates

Wrote a self-mailer direct mail package to sell information products
Wrote postcards and inserts to generate repeat orders from existing customers

Physicians First Management Services

Wrote a series of brochures to promote services

Color Technology

Wrote case studies for inclusion in an information packet

National Fire Protection Association

Wrote a direct mail letter order generation package to sell an industry publication
Wrote a direct mail letter package to promote a fire code subscription service
Wrote a direct mail letter package to reactivate lapsed customers

Koch Membrane Systems

Wrote a direct mail self-mailer to generate leads for a wastewater treatment product
Wrote a direct mail survey to identify potential sales leads

Kidde-Fenwal

Wrote a direct mail survey to identify potential sales leads

Century Fiber Optics

Wrote a series of 12 emails various product categories
Wrote web pages and landing pages for website

Gerson Manufacturing

Wrote a direct mail letter package to promote products through distribution channel

Express-It Delivery

Wrote brochure promoting company services
Wrote a direct mail postcard to generate new leads
Wrote a direct mail survey to identify potential leads

Ben Franklin Printers

Wrote a series of printed newsletters to communicate with customers and prospects

American Ramp Systems

Wrote a series of self-mailers and inserts to generate referral inquiries
Wrote a series to text ads for Google Adwords account

Cabot Money Management

Wrote a series of sales letters as a follow-up sequence to inquiries
Wrote a series of brochures for lead follow-up

AAA Insurance

Wrote holiday themed direct mail package to generate new leads

Andover Bank

Wrote multiple direct mail letter packages to promote various bank products
Wrote two direct mail self-mailers to promote products to new homeowner and new parents
Wrote multiple billing inserts

Great West Insurance Company

Wrote multiple direct mail letter packages promoting different insurance products
Wrote multiple billing inserts cross-selling to customer base

Harvard Pilgrim Health Care

Wrote multiple direct mail letter packages promoting services as various locations

ALS Association

Wrote newsletter to keep current donors informed of research progress

Leahy Clinic

Wrote multiple direct mail letter packages to support the hospital's fundraising

Whitcomb House Assisted Living

Wrote direct response advertisement to generate leads for future occupants
Organized and edited a booklet that was used as the offer in the advertisement
Wrote a series of 12 emails that were sent to new leads

Together Dating

Wrote two versions of a direct mail letter packages to generate new leads

Waddington's Massage Therapy

Wrote postcard announcing Grand Opening
Wrote multiple flyers and other promotions for special savings

Boston Bark Landscape Supply

Wrote three direct mail postcards to generate phone orders for mulch and hardscape products
Wrote web pages and landing pages
Wrote door hangers for use by professional landscapers

Mount Auburn Club

Wrote a corporate brochure and inserts for new client information kit
Wrote sales letters and other direct mail to find new clients
Wrote advertisements and flyers to promote various programs

Milford Community Program

Wrote multiple web pages to promote various community activities
Wrote multiple direct mail self-mailers for summer camps and adult education
Wrote multiple email campaigns to promote activities to opt-in customers and prospects
Wrote flyers, banners, surveys

Riverside Amusement Park

Wrote multiple direct mail self-mailers to promote group outings at the park
Wrote multiple promotions to sell season ticket packages

Fun World Arcades

Wrote a direct mail postcard to increase daily customer traffic

Central Mass Auto Schools

Wrote and organized a new website to promote multi-location driver's education

Babson College

Wrote a direct mail survey to identify potential candidates for executive education
Wrote a direct mail postcard to promote the program

Scottish Rite of Freemasonry

Wrote the annual fundraising package for 10 years in a row
Wrote multiple communications from headquarters to its chapters
Wrote and organized a multi-section activity and promotion binder for local chapters

New Hampshire Forest Society

Wrote a direct mail package to solicit donations and raise awareness of the state's resources

New England Community Health Centers

Wrote a direct mail letter package to recruit physicians to work in community health centers

Kendall Whaling Museum

Wrote a mini-catalog promoting various products available from the museum

Children's Learning Centers

Wrote a direct mail letter/brochure package to support the program's fundraising
Wrote two annual reports

Community Awareness and Treatment Services (CATS)

Wrote a direct mail letter/brochure package to increase awareness and raise funds

UMass ALS Champion Fund

Wrote a direct mail letter/brochure package to support the program's fundraising efforts with donor acquisition and donor renewal.

Product Resources

Created search marketing program on Google Adwords to generate leads for product design and contract manufacturing services. Included landing page creation, drip email follow up, web page development around industries, lead magnet creation, online advertising and retargeting.

CASE STUDY - B2B manufacturer gathers data and generates leads with surveys

Marketing Challenge

An engineering manufacturer needed a more effective way to generate sales leads for its full range of temperature control products and engineering design services.

Background

The company had relied almost entirely on trade journal print advertising to promote its products and generate leads. However, response had been disappointing and little was known about which publications were most effective in reaching the target audience. The company uses distributors and manufacturers' reps to sell its products. Because its own sales people do not work directly for the customer, it is difficult to control the sales process once the lead is passed on.

What We Recommended

We recommended a three-pronged approach:

- Use a direct mail survey to reach prospects for both current and future business. By asking the right questions, we would be able to find the specifiers and decision-makers. Then based on their responses, grade them for future needs and urgency of follow-up.
- Maintain all leads internally for additional follow-up. Although the sales process was, in large part, out of their hands, they could maintain contact with these prospects independently using email, a catalog or a follow-up postcard.
- Evaluate key components of the mailing by testing three selected mailing lists and two different premiums (incentives for completing the survey).

What We Did

We developed a direct mail package that included a #10 window envelope, a one-page (two sided) survey and a business reply envelope. The survey was pre-addressed and personalized for easy response. The package was printed in two-colors and mailed at the standard bulk rate.

We researched approximately 10 mailing lists, reviewed selection criteria for each individual lists, then, with input from client staff, we placed orders for three lists. We worked with the client to acquire two premiums to be used for incentives. We placed tracking codes for each of the three lists and the two premiums.

Approximately 20,000 pieces were mailed over a three-month period.

How It Worked

Response rates were tracked and analyzed separately for six different test cells, but the overall response was 4.1%. The total cost for this mailing, including creative costs, printing, lists, mailing services and postage, was \$19,900. The cost per lead was approximately \$24.

CASE STUDY: Employment firm recruits contractors with direct mail

Marketing Challenge

A technical placement employment firm, which provides highly skilled technical employees on a contract basis to the technology industry, seeks to build its database of available contractors.

Background

This medium-sized placement firm serves all types of technology businesses by providing highly skilled — and often uniquely skilled — employees to work on a contract basis.

When we were first brought into the company, business was strong. The company had a good base of clients and was able to satisfy those clients with an extensive and diverse group of contractors.

However, company executives were concerned about the future. They were expecting the demand for contractors to increase in the years to come as more companies found it necessary to downsize beyond their realistic operational levels. These firms would then periodically need to bring back employees and would look to contractors to fill that need.

What We Recommended

Our first step was to determine which types of professionals the firm wanted to recruit. This meant developing a preferred audience profile. Through client input, we were able to identify several specialized audience groups, each reflecting contractor skills expected to be in increased demand.

Once profiles were established, we then identified 15 to 20 mailing lists (mostly trade publications and associations) that gave us approximate matches to our profile groups. We also identified several magazines and card decks which reached the same audience.

By targeting these lists (rather than using current contractor lists), we were expecting to find people who were currently employed — some of whom might be considering the contracting option in the future. Although we were happy to add current contractors to the database, our chief objective was to reach and identify future contractors.

What We Did

We developed an offer aimed at professionals hoping to identify those who had given some thought to contracting. The offer was a free brochure, “The Truth About Contracting,” providing answers to the most common questions people have about being a contractor.

In addition to the brochure, we created a direct mail letter package — a personalized closed face envelope, a one-page letter, reply form and business reply envelope. The envelope was very business-like with no teaser copy because most prospects would receive the mail at their

offices. We also created a small direct response ad with a coupon and small postcard to be inserted in an industry card-deck package.

Each reply device asked several questions to help us qualify respondents. We also asked respondents to provide their home address because future contact with these prospects would be better handled through the home address. The reply devices were also marked with codes to allow us to measure response from each mailing list.

The direct mail package (offering the brochure) was sent to ten targeted lists and list segments. The ads ran in three publications and the postcard was inserted in two card deck packages.

How It Worked

The direct mail produced response rates of between 9% and 13% depending on the list — an extremely high response rate by any measure but especially when mailing to outside lists (as opposed to a customer/prospect database). The average 11% response rate gave us an approximate cost per lead of just \$7.

The ads and card decks were also big producers although, because these were less targeted than the direct mail, many of the respondents had skills outside of our profile.

Most impressive, however, was the large percentage of the respondents (40-50% depending on the list) who were highly qualified—meaning that they met our skill requirements and expressed at least a “near-term interest” in becoming a contractor. This was based on the answers provided on the reply device.

Three tiers of leads were established for follow-up. The most serious responses were given directly to the direct sales force for immediate follow-up. A second tier was given to a separate telemarketing group for follow-up. And a third tier (those who admitted they had just a “long-term interest”) was added to the database for direct mail follow-up only.

CASE STUDY: Financial software firm uses lead generation to target banks

Marketing Challenge

A software company selling high-end portfolio management software to the banking industry seeks to generate qualified sales leads for its sales team.

Background

This small software company was just a few years old when we met them. The owner was a banking consultant who had developed three “back-office” software products.

We were first asked to create a more sophisticated and professional looking direct mail package which the client believed would help improve response. The existing package was thick with information. It included a pocket folder along with several documents: a product brochure, a history of the company and a summary of reports that the software could produce.

What We Recommended

Our first reaction to the existing package was not that it needed a more professional design but that it was not being used correctly. The existing direct mail package, we thought, would be more appropriately used not as a lead generation package, but as a fulfillment package.

Our recommendation, therefore, was to keep the existing package intact but only send it out in response to inquiries — those prospects who actually request it. We then suggested a new lead generation package be developed in the form of a simple letter package — a standard #10 envelope, one-page letter and reply card.

What We Did

In developing the lead generation direct mail package, we recommended creating two packages and testing two offers. One package focused directly on the product and offered an Information Kit; the other focused on the need to automate “back office” functions (this was 1985, and few “back office” functions were automated at the time) and offered a Q&A brochure on the subject.

We also selected two job titles (the Portfolio Manager and the Accounting Manager) within each bank and tested the response from each title.

In terms of costs, the new simpler lead generation packages were produced for a lot less than the larger existing package (75¢ vs. \$2.00 per piece).

How It Worked

Both new letter packages produced about three times the original response rate (1.5% vs. 0.5%) from the larger original package. The Q&A offer produced a slightly higher response rate but the lead quality was not as strong as the Information Kit offer. The client decided to continue with the letter package using the Information Kit offer.

The increased response rate combined with the lower production costs reduced the cost per lead significantly, slashing the cost from \$400 to \$50.

Shortly after the program was finished and the leads were followed up, we held a meeting with the sales people to get their feedback. What we learned was that although many leads came from smaller banks, the cost of the product was too high for most of them.

We then decided to eliminate the smaller banks from the list selection — cutting the mailing quantities in half. Later, after more testing, the list was further refined, eventually yielding a list one-tenth the size of the original list.

By refining the list and creating a predictable response rate, we were able to implement a scheduled lead generation program that generated a consistent flow of leads throughout the year.

Bio - Bob McCarthy

For more than 30 years, Bob McCarthy has been a copywriter, consultant, creative director, project manager, list researcher, and direct marketing instructor.

Working with both businesses and non-profits, he has been responsible for planning, creating and executing dozens of direct mail, email, print advertising and collateral projects. This experience has now expanded to include websites, landing pages, blogs, online marketing and content marketing.

A past president of the New England Direct Marketing Association (NEDMA), Bob began his career in journalism working as a reporter for the Quincy Patriot Ledger. He later handled public relations for Quincy, Massachusetts' 1976 bicentennial celebration, the New England Interstate Water Pollution Control Commission and the Massachusetts Office of Coastal Zone Management.

In 1980, he became a copywriter for The DR Group, one of the nation's first direct marketing agencies. Four years later, he left the agency to work as a freelancer. He is currently president of McCarthy & King Marketing, Inc., in Milford, Massachusetts.

In addition to his client work, Bob spent 10 years teaching direct response copywriting at the Bentley College (Waltham, MA) Direct Marketing Program, and two years teaching mailing list research at the Merrimack College (Andover, MA) Direct Marketing Program.

Bob is a Massachusetts native and a graduate of Northeastern University (Boston, MA).

Bio - Sheryl King

Sheryl King has worked in marketing, public relations, and retail sales. In 1984, she founded King Communications, a marketing firm serving clients in distribution, retail, manufacturing, technology and financial services.

In 1991, she joined Bob McCarthy to establish McCarthy & King Marketing. Sheryl writes everything from inspirational speeches and fundraising packages for non-profits to lead generation and order generation packages for businesses. She also works on creative direction and strategic planning.

A published poet, she participates in public readings and was honored to appear as guest poet at a Nichols College poetry class. She also writes fiction and is currently working on a series of humorous mysteries set in her native Mid-South. She is an active member of Sisters in Crime, an association of mystery writers.

Born and raised in Memphis, Tennessee, Sheryl received her bachelor's degree cum laude in psychology from Smith College.

Contact Us to Learn More

The next step is up to you.

We offer a **FREE Strategy Session** to review your current program and make recommendations for moving forward. Strategy Sessions are mostly handled by phone. If you are located nearby (in Massachusetts or Rhode Island), we can meet face to face.

We also invite you to visit our website (www.mccarthyandking.com) where you will find dozens of articles, tutorials and tools to help you with your marketing.

Our blog, **The Direct Response Coach**, provides regular posts on direct response, direct mail and online marketing strategies and techniques.

On our website, you will also find these FREE reports:

- Making Snail Mail Work: 13 Lessons in Direct Mail Strategy
- Generating Sales Leads: 8 Steps to Building a Sales Lead System

The following reports can be purchased through Kindle or PayPal.

- Mailing List Research: How to Find, Acquire and Test Mailing Lists
- Direct Response Offers: The Secret Sauce of Direct Response
- Direct Mail Formats: A Strategic Approach to Format Selection

If you have any questions or would like to discuss a project or future relationship, please contact Bob McCarthy at 508-473-8643 or bob@mccarthyandking.com.